

University of Montana

ScholarWorks at University of Montana

Senate Resolutions, 2007-Present

ASUM Student Government

Spring 2008

SB29-07/08: Kaimin Advertising and the Associated Students of The University of Montana (ASUM)

Renaud Bangadi Kiki

Sean Morrison

Follow this and additional works at: https://scholarworks.umt.edu/asum_resolutions

Let us know how access to this document benefits you.

Recommended Citation

Kiki, Renaud Bangadi and Morrison, Sean, "SB29-07/08: Kaimin Advertising and the Associated Students of The University of Montana (ASUM)" (2008). *Senate Resolutions, 2007-Present*. 334.
https://scholarworks.umt.edu/asum_resolutions/334

This Institutional Document is brought to you for free and open access by the ASUM Student Government at ScholarWorks at University of Montana. It has been accepted for inclusion in Senate Resolutions, 2007-Present by an authorized administrator of ScholarWorks at University of Montana. For more information, please contact scholarworks@mso.umt.edu.

**Resolution Regarding Kaimin Advertising and the
Associated Students of The University of Montana (ASUM)**

Whereas, Kaimin advertising constitutes significant expenditures for the ASUM Administration, ASUM Agencies, and ASUM-recognized Groups per fiscal year;

Whereas, ASUM faces increasing budget constraints due to new minimum wage laws, monetary inflation, increases in student group participation and general ASUM agency growth;

Whereas, ASUM currently pays the standard flat rate of \$7 x column width x height in inches, and cannot sustain the current level of ASUM Administration, ASUM Agencies, and ASUM-recognized Group advertising for Fiscal Year 2009;

~~Whereas, anticipated student advertising revenues may deter publication of student group and ASUM-related press releases prior to an event;~~

Whereas, The University of Montana Retention Taskforce has demonstrated a strong relationship between student involvement and student retention, and more efficient advertising could substantially increase student participation in both ASUM services and student group activities;

Whereas, a contract for ASUM Administration, ASUM Agencies, and ASUM-recognized Group sponsored advertising could significantly reduce per ad costs of advertising and increase dissemination of information related to ASUM Administration, ASUM Agencies, and ASUM-recognized Group activities;

Therefore, Let It Be Resolved that ~~this body create an ad hoc committee consisting of the following parties engage in advertising contract negotiations:~~ two current ASUM Senators, ~~one current ASUM Executive,~~ the current Kaimin Editor, Business Manager and ~~Campus Relations Director~~ On-Campus Advertising Representative, one student-at-large, with the current ASUM Business Manager serving as chair.

This committee shall discuss and negotiate a possible ASUM-Kaimin advertising contract by the 4th of April, 2008 to be in effect for ASUM FY09.

~~Let It Be Further Resolved that upon establishing a proposed advertising contract, this committee shall draft a Memorandum of Understanding between the Kaimin and ASUM, clarifying the relationship and interests of both, being independent and equal, student fee-supported organizations.~~

Authored by: Senator. Renaud Bangadi Kiki and Senator Sean Morrison

*Revised 10-1
approved
10/26/08*